

SANDY CITY APPROVED CLASS SPECIFICATIONS

I. Position Title: Webmaster

Revision Date: 7/07
EEO Code: Technician
Status: Exempt (Comp)
Control No: 30108

II. Summary Statement of Overall Purpose/Goal of Position:

Under the supervision of the Assistant CAO or his/her designee, manages the technical, day-to-day operation and maintenance of the City's web site as well as the implementation of all web enabled interactive solutions and e-government services. Works closely with the City's Information Services division, the Communication Manager, and other City departments to ensure the City's web site and Intranet are providing the services requested by each department and conveying information to the public which is accurate and up-to-date.

III. Essential Duties:

- Provides on-going analysis, develops technological enhancements, and monitors daily use and operation of the City's web site. Evaluates and selects tools and technologies for Internet and Intranet development and enhancement.
- C Develops and supports Internet and Intranet web pages and sites. Integrates applications and programs into the City's web sites. Works closely with the Communications Manager and Information Services division to define and execute the desired look, feel, and capabilities of City web sites to promote a consistent visual image and brand feel.
- C Develops and installs web based technical solutions for database applications and technologies used to support the graphic and textual demands of the City sites.
- Researches and proposes new ways to serve the City's Internet users and web site visitors and to improve internal operating efficiencies.
- C Resolves web site operating problems.
- Promotes the City's web sites to internal and external audiences through a variety of mediums.
- Assists City departments in uploading and managing web site content and reviews web content prior to posting. Provides publisher and user support and coordinates training for publishers, etc.
- C Serves as the technical consultant to the City's web committee.
- Continuously obtains current information from City departments and ensures that the site information is dynamic and current.
- C Assists with the implementation of video programming through the City's television government access channel and other mediums.

IV. Marginal Duties

- C Completes graphic design work as required.
- C Performs other duties as assigned.

V. Qualifications:

Education: Associate's degree from an accredited college or university required. Bachelor's degree in computer science, information technology, management information systems or related field preferred.

Experience: Requires four years experience working with web development, Internet administration, e-commerce solutions, web to database applications, or other closely related fields. May substitute on a year for year basis any equivalent combination of education and experience.

Probationary Period: A one-year probationary period is pre-requisite to this position.

Knowledge: Knowledge of PC operating systems (WINDOWS) and components; PC/LAN application software including word processing, spreadsheets, and database management; HTML, DHTML, ASP, VB Script, Java, Javascript, Dreamweaver, and Photoshop. Knowledge of PHP, SQL, MySQL, MsSQL, CSS, Illustrator, Flash, and Internet security preferred. Technical and practical understanding of web server software, including experience with Apache, Internet Information Server, or Netscape Enterprise Server preferred. Ability to understand the City's existing computer programs and systems and how they integrate with each other.

Responsibility for: Great responsibility for the care, condition, and use of expensive City computer equipment.

Communication Skills: Ability to professionally furnish and obtain information from other departments; use sound judgement to avoid friction; communicate effectively verbally and in writing; effectively present information to diverse groups.

Tool, Machine, and Equipment Operation: Requires regular use of PC's, printers, and telephone system.

Analytical Ability: Ability to analyze and resolve complex problems; operate a variety of computer equipment and software; interpret a variety of technical instructions in mathematical or diagram form, including computer documentation, maintenance instructions, and procedure manuals, and deal with abstract and concrete variables; understand and follow oral and written instructions; explain technical material in layman terms; develop effective working relationships with customers, co-workers, and administration.

VI. Working Conditions:

Physical Demands: While performing duties of job, employee typically handles office equipment, objects, or controls; may periodically bend, stoop or crouch; and frequently communicates with others. Employee will sit or stand for long periods of time and may occasionally move up to 20 pounds.

Work Environment: Employee will work in a generally comfortable office setting. The noise level in the work environment is usually minimal. Great mental effort is required daily; moderate mental pressure and fatigue exist during a normal workday due to constant exposure to deadlines. Some pressure is generated by contact with other departments. Occasional irregular working hours may be required to resolve specific problems or time constraints.

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment compensation, or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

DEPT/DIVISION APPROVED BY: _____ DATE: _____

PERSONNEL DIV APPROVED BY: _____ DATE: _____